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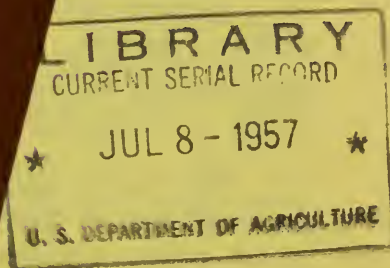
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Household Purchases of

- Fluid Whole Milk
- Fluid Skim Milk
- Nonfat Dry Milk

April 1957



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June 1957

Agricultural Marketing Service

U. S. DEPARTMENT OF AGRICULTURE

WASHINGTON, D. C.

PREFACE

This series of monthly reports is based on information obtained in a cooperative project financed by the United States Department of Agriculture and by the dairy industry through the American Dairy Association. The Department funds are provided under the Agricultural Marketing Act of 1946.

Reports in this series covering the months April 1954 through March 1956 showed estimates of household purchases and related information for butter, cheese, nonfat dry milk, and margarine. From April 1956 through March 1957, coverage was changed to include data on fluid whole milk and fluid skim milk products in addition to butter.

The basic data presented herein were collected by the Market Research Corporation of America from its National Consumer Panel and were tabulated by it under contract with the Department. The data are based on reports from a sample of approximately 6,000 families reporting weekly in pre-printed diaries on their purchases of food.

The estimates include only purchases for consumption by household consumers and do not reflect volume purchased by hotels, restaurants, hospitals, or other institutions.

This report was prepared in the Market Development Branch of the Marketing Research Division, Agricultural Marketing Service.

HOUSEHOLD PURCHASES OF FLUID WHOLE MILK,
FLUID SKIM MILK, AND NONFAT DRY MILK, APRIL 1957

The data in this report are estimates of total purchases by household consumers only, and do not include consumption in restaurants, hotels, hospitals, or other institutional outlets. Data for a month are for a 4-week period (28 days) to permit comparisons of purchase volume between periods of equal length.

FLUID MILK

Total: Householders purchased 1,233 million quarts of fluid milk, (including whole and skim) in April 1957, about 7 percent more than was purchased in April 1956. Most of the gain was due to a large increase in the use of fluid whole milk, which constituted just over 94 percent of the total milk; skim items made up the remaining 6 percent. These percentages of the total were virtually unchanged from a year earlier, but there was a 1 percentage point decrease in the use of whole milk and a corresponding gain for skim milk from April three years ago (table 4).

About 84 percent of all families purchased fluid milk in April 1957 compared with about 82 percent a year earlier. The percentage of all families buying both fluid whole and fluid skim was higher than in April 1956 (table 5). 1/

Per capita purchases of fluid milk for home use were 7.46 quarts in April 1957, up 5 percent from the 7.11 quarts estimated for April 1956. Compared with 3 years earlier, per capita purchases of fluid milk by householders were about 7 percent higher. 2/

Fluid Whole Milk: Householders bought 1,163 million quarts of fluid whole milk in April 1957, a gain of about 77 million quarts over a year earlier. 3/ Per capita purchases of fluid whole milk in a 28-day period were slightly over 7 quarts, 5 percent greater than in April 1956, and 6 percent above April 1954 (table 2).

About 43 percent of all whole milk purchased in April 1957 was in larger-than-quart size containers compared with 37 percent in April 1956. Increasing use of the half-gallon container has been largely responsible for the trend toward the multiple quart container. Household purchases during April

1/ Slightly over 10 percent of all families reporting in this survey live on farms and many of these families have farm produced milk available for their own use.

2/ Per capita purchases are based on total U. S. civilian, non-institutional population.

3/ Fluid whole milk includes extra grades, regular grades, homogenized and not homogenized, and fortified and unfortified whole milk products.

1957 indicated gains of 31 percent and 14 percent in the quantity of fluid whole milk purchased in half-gallon and gallon containers, respectively, but a 5 percent decrease in single-quart containers from April 1956. However, the use of the gallon container is still relatively small; about 8 percent of the total quantity of fluid whole milk purchased in April 1957 was bought in gallon containers compared with 7 percent a year earlier.

Consumers in this survey paid 23 cents per quart for fluid whole milk during April 1957 compared with 22.2 cents a year earlier. Prices paid were higher in all size containers, with the gain somewhat larger percentagewise for milk bought in single-quarts than in multiple-quart containers. The average price paid per quart for whole milk purchased in April 1957 was 18.6 cents in gallons, 21.8 cents in half-gallons, and 24.4 cents in single-quart containers (table 5).

Fluid Skim Milk: Skim milk purchases for household use in April 1957 were estimated at 70 million quarts, up about 3 percent from April 1956. ^{4/} Per capita purchases of skim milk items during April 1957 were 0.42 quarts, unchanged from the same month a year earlier. Compared to 3 years earlier, the per capita rate of purchase was up about 20 percent (table 6).

Householders bought 77 percent of their total skim milk products in single-quart containers in April 1957, practically unchanged from a year earlier. About 19 percent of the quantity purchased was in half-gallon containers, while less than 4 percent was bought in gallon containers. Compared with a year earlier, the quantity of fluid skim items bought in the single-quart and half-gallon container was greater while that purchased in the gallon container was smaller (table 6).

Householders in this survey paid 19.0 cents per quart for fluid skim milk in April 1957 compared with 18.5 cents in April 1956. Average prices paid were higher than a year earlier for fluid skim in single-quarts and half-gallons but lower in gallon containers. In April 1957, consumers paid 10.6 cents per quart for fluid skim items purchased in gallon containers, 17.3 cents in half-gallon containers, and 19.8 cents in the single-quart containers.

Nonfat Dry Milk: This report resumes household purchases of nonfat dry milk which was not carried in the past dairy marketing year, April 1956-March 1957, but which was carried in previous reports for the 2 years, April 1954-March 1956. For the 12 months ending March 31, 1956, purchases of nonfat dry milk for home use were about 16 percent larger than in the corresponding period of April 1954-March 1955, while prices were about 3 percent higher.

In April 1957, households bought 13.3 million pounds of nonfat dry milk, down 2 percent from purchases reported in April 1955 but 20 percent above purchases in April 1954. Per capita purchases for home use were about

^{4/} Fluid skim milk includes skim, fortified skim, buttermilk, and flavored milk drinks.

one-tenth of a pound per person in April 1957, down about 4 percent from the same month 2 years earlier. Data from previous reports in this series indicate that household purchases of nonfat dry milk approximate 20 percent of the total used domestically.

Consumers in this survey indicated little change in the average price paid for nonfat dry milk this April compared with April 1954 and 1955. The 39.3 cents paid per pound for all purchases in April 1957 was 1 percent less than 2 years earlier but 3 percent higher than 3 years earlier (table 1).

The average size of purchase per buying family for nonfat dry milk was almost 24 ounces during April 1957. This was a 22 percent gain over the 19.5 ounces shown for April 1955 and a 13 percent gain over the 21 ounces reported in April 1954.

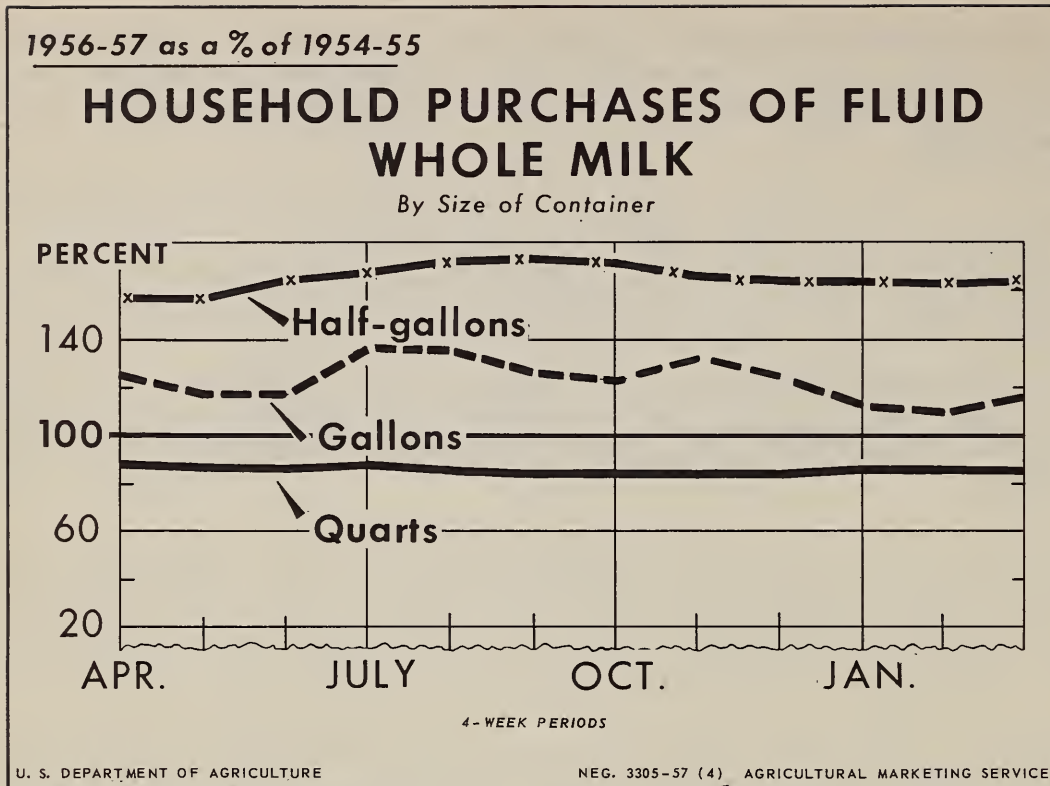


Figure 1

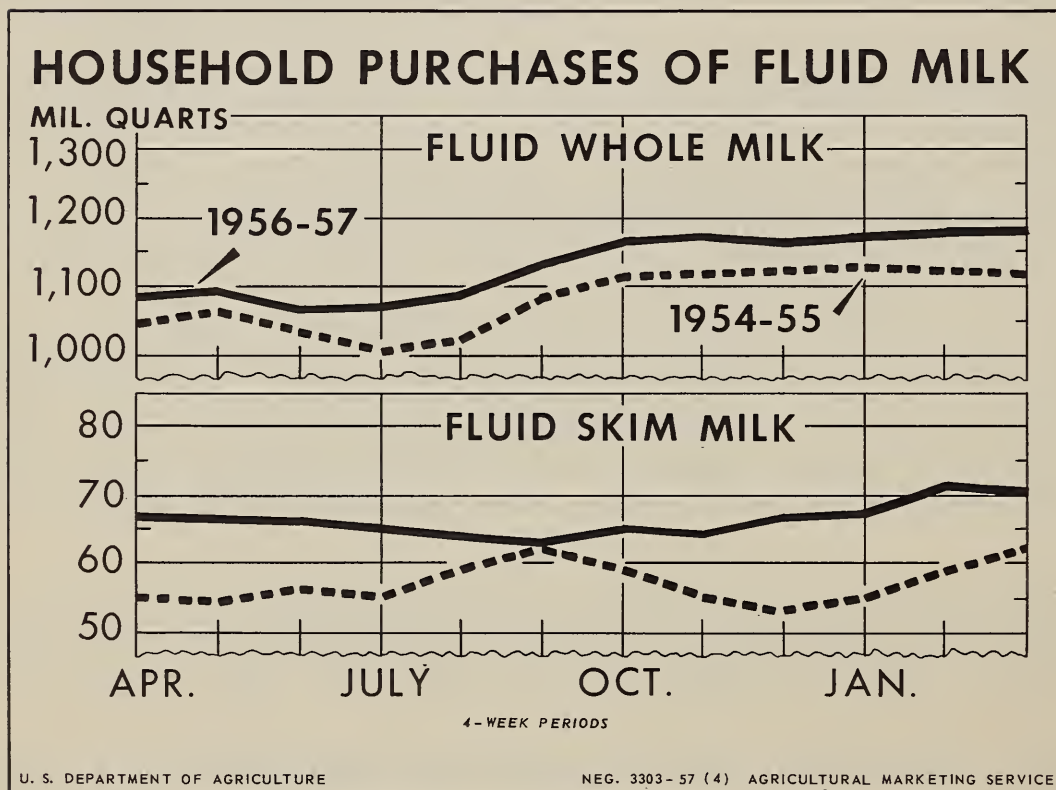


Figure 2

Table 1.--Nonfat dry milk: Household purchases and average price paid, U. S., 4-week periods

Period	Quantity purchased								
	Total			Per 1,000 population			Average per purchase		
	1957-58	1955-56	1954-55	1957-58	1955-56	1954-55	1957-58	1955-56	1954-55
	1,000 pounds	1,000 pounds	1,000 pounds	Pounds	Pounds	Pounds	Ounces	Ounces	Ounces
April.....	13,261	13,500	11,080	80.2	83.6	70.2	23.8	19.5	21.1
May.....		13,180	10,880		81.6	68.9		19.9	21.1
June.....		12,420	9,560		76.9	60.5		20.4	22.6
July.....		12,140	9,560		75.8	60.1		20.5	23.5
August.....		11,720	9,410		73.1	59.1		20.0	22.6
September.....		12,230	9,910		76.3	62.3		20.8	22.0
October.....		12,330	10,860		76.5	67.7		21.3	20.6
November.....		12,420	10,660		77.0	66.5		21.5	20.3
December.....		12,880	10,110		79.9	63.1		21.5	19.9
January.....		12,910	12,360		80.0	77.1		21.1	18.9
February.....		13,350	13,510		82.7	84.2		21.5	18.8
March.....		13,090	13,280		81.2	82.8		21.8	18.6
Average price paid									
	Per pound for all purchases			Per actual 1-pound unit purchase					
	1957-58	1955-56	1954-55	1957-58	1955-56	1954-55			
	Cents	Cents	Cents	Cents	Cents	Cents			
April.....	39.3	39.7	38.1	36.4	35.4	36.7			
May.....		39.5	37.8		35.4	36.1			
June.....		39.9	37.3		35.8	35.4			
July.....		39.7	36.4		35.8	34.8			
August.....		39.6	35.5		35.9	33.7			
September.....		38.7	36.7		34.9	34.1			
October.....		38.7	38.3		35.4	35.0			
November.....		39.5	38.5		36.1	35.9			
December.....		39.7	39.7		36.6	35.6			
January.....		39.6	40.5		36.2	36.1			
February.....		39.5	40.3		36.3	35.8			
March.....		39.3	40.2		35.9	35.8			

Table 2.--Fluid whole milk and fluid skim milk: Percentage of families buying, U. S., 4-week periods

Period	Any fluid milk			Fluid whole milk			Fluid skim milk		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
April.....	84.4	81.8	82.6	82.9	79.8	81.0	19.9	19.4	18.7
May.....		82.8	80.9		80.9	79.5		19.2	18.0
June.....		82.0	81.6		80.4	80.1		20.0	19.4
July.....		83.5	81.1		82.0	79.8		20.5	19.3
August.....		83.6	81.9		82.6	80.5		20.7	19.8
September.....		83.2	81.4		82.4	80.0		19.6	19.2
October.....		83.6	82.9		82.2	81.4		18.6	17.9
November.....		83.9	82.7		83.1	81.3		18.8	18.2
December.....		84.3	82.6		82.6	81.1		19.0	16.7
January.....		84.0	81.8		81.6	80.2		19.5	18.9
February.....		83.3	83.2		81.6	82.0		20.4	18.7
March.....		84.6	81.9		83.0	80.3		19.8	19.6

Table 3.--Fluid whole milk and fluid skim milk: Household purchases per capita in quart equivalent, U. S., 4-week periods

Period	Total			Fluid whole milk			Fluid skim milk		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts
April.....	7.46	7.11	6.97	7.04	6.69	6.62	0.42	0.42	0.35
May.....		7.15	7.07		6.74	6.74		.41	.34
June.....		6.96	6.90		6.55	6.54		.41	.35
July.....		7.01	6.65		6.60	6.31		.41	.35
August.....		7.10	6.79		6.70	6.42		.40	.37
September.....		7.39	7.19		7.00	6.80		.39	.39
October.....		7.53	7.31		7.13	6.94		.40	.37
November.....		7.56	7.31		7.17	6.97		.39	.34
December.....		7.55	7.31		7.14	6.98		.41	.33
January.....		7.55	7.35		7.14	7.01		.41	.34
February.....		7.59	7.36		7.16	6.99		.43	.37
March.....		7.61	7.34		7.18	6.96		.43	.38

Table 4.--Fluid whole and skim milk: Total household purchases and average price paid, U. S., 4-week periods

Period	Fluid whole milk					
	Quantity purchased			Average price paid per quart equivalent		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Cents	Cents	Cents
April.....	1,163	1,086	1,046	23.0	22.2	21.9
May.....		1,093	1,064		22.3	21.6
June.....		1,064	1,034		22.4	21.6
July.....		1,067	1,003		22.5	21.8
August.....		1,083	1,021		22.7	22.0
September.....		1,131	1,082		22.8	22.2
October.....		1,163	1,112		23.0	22.3
November.....		1,170	1,117		23.1	22.4
December.....		1,164	1,119		23.2	22.4
January.....		1,173	1,125		23.3	22.3
February.....		1,176	1,121		23.3	22.3
March.....		1,180	1,116		23.2	22.1
Fluid skim milk						
	Million quarts	Million quarts	Million quarts	Cents	Cents	Cents
April.....	70.0	68.2	54.7	19.0	18.5	18.8
May.....		67.3	53.6		18.6	18.5
June.....		65.9	55.7		18.5	18.4
July.....		65.4	55.3		18.6	18.6
August.....		64.0	59.2		18.8	18.7
September.....		63.4	61.7		18.9	19.2
October.....		64.9	58.7		19.1	19.0
November.....		63.7	55.0		19.3	18.9
December.....		66.6	53.0		19.4	18.8
January.....		66.9	54.6		19.4	18.8
February.....		71.2	58.7		19.3	18.6
March.....		70.5	61.6		19.4	18.5

Table 5.--Fluid whole milk: Household purchases by container size and average price paid, per quart, U. S., 4-week periods

Period	Quantity purchased 1/								
	Quart			Half-gallon			Gallon		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
April.....	656	691	787	423	321	202	82.9	72.4	57.3
May.....		690	793		330	208		72.4	62.1
June.....		663	772		329	200		71.2	60.7
July.....		651	745		341	204		73.6	53.7
August.....		653	759		356	208		73.4	54.0
September.....		674	801		379	219		77.3	61.3
October.....		687	816		394	230		81.4	66.2
November.....		683	811		405	242		81.8	62.3
December.....		678	805		403	247		82.7	66.3
January.....		681	800		412	254		79.0	69.2
February.....		675	790		418	256		81.6	74.4
March.....		671	783		426	260		82.8	70.9
Average price paid per quart equivalent 2/									
	Quart			Half-gallon			Gallon		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
April.....	24.4	23.2	22.7	21.8	20.9	20.4	18.6	18.1	17.5
May.....		23.3	22.4		21.2	19.9		18.5	17.0
June.....		23.3	22.5		21.3	19.5		18.2	16.6
July.....		23.5	22.7		21.3	19.7		18.3	16.8
August.....		23.7	22.8		21.6	20.1		18.5	17.2
September.....		23.9	23.1		21.7	20.4		18.6	17.2
October.....		24.2	23.2		21.9	20.6		18.5	17.6
November.....		24.4	23.2		22.0	20.7		18.5	17.8
December.....		24.5	23.3		22.1	20.5		18.6	18.2
January.....		24.5	23.2		22.2	20.5		19.0	17.9
February.....		24.5	23.3		22.1	20.5		18.8	17.9
March.....		24.5	23.1		22.0	20.3		18.6	17.7

1/ Excludes other sizes such as half-pint, pints, and third quarts estimated at about 0.7 million quarts equivalent monthly.

2/ Prices not available for smaller-than-quart sizes.

Table 6.--Fluid skim milk: Household purchases by container size and average price paid, per quart, U. S., 4-week periods

Period	Quantity purchased 1/								
	Quart			Half-gallon			Gallon		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
April.....	54.2	53.4	47.9	13.5	11.9	4.0	2.1	2.7	2.7
May.....		51.9	47.2		13.0	3.8		2.3	2.4
June.....		50.7	48.7		12.7	5.4		2.4	1.5
July.....		50.2	48.5		12.9	4.4		2.2	2.3
August.....		49.9	50.6		11.9	5.5		2.1	3.0
September.....		48.3	53.3		13.5	5.4		1.6	2.8
October.....		49.2	51.4		13.6	4.8		2.1	2.2
November.....		48.8	48.9		13.4	4.4		1.5	1.7
December.....		50.4	46.4		14.0	4.7		2.1	1.7
January.....		49.8	46.0		15.2	6.5		1.8	2.0
February.....		53.9	50.2		15.0	6.4		2.3	1.9
March.....		55.1	52.4		13.5	7.3		1.8	1.7
Average price paid per quart equivalent 2/									
	Quart			Half-gallon			Gallon		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
April.....	19.8	19.2	19.4	17.3	16.5	15.7	10.6	11.3	11.9
May.....		19.3	19.0		16.6	15.7		11.6	10.3
June.....		19.3	18.9		16.5	15.7		10.5	10.4
July.....		19.5	19.3		16.1	16.1		11.1	9.2
August.....		19.5	19.4		16.8	16.6		12.1	9.5
September.....		19.9	20.1		16.5	15.4		10.2	9.4
October.....		20.0	19.5		17.0	17.2		11.0	12.4
November.....		20.0	19.4		17.3	15.8		12.9	10.7
December.....		20.1	19.2		17.8	17.1		13.4	10.8
January.....		20.0	19.3		17.9	16.7		12.9	12.6
February.....		20.0	19.1		17.9	16.6		12.5	10.5
March.....		20.1	19.1		17.7	15.9		11.4	12.5

1/ Excludes other sizes such as half-pints, pints, and third quarts estimated at 0.1 million quarts equivalent monthly.

2/ Prices not available for smaller than quart sizes.

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